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Del Webb Brand Sweeping Across America; More Than 20 New Del Webb Communities Expected to Open for Sale in 2006

BLOOMFIELD HILLS, Mich.--(BUSINESS WIRE)--March 1, 2006--The oldest Baby Boomers are turning the big 6-0 and Pulte Homes (NYSE:PHM) is opening one Del Webb community after another to welcome them home.

As America's largest builder of active adult communities, Pulte Homes is meeting the need for the more than 78 million Baby Boomers entering the next phase of life, formerly known as "retirement." In 2006, Pulte Homes plans to open 23 new communities under its Del Webb brand, ranging in size from intimate settings of 350-plus homes to large-scale communities in excess of 7,000 homes. Combined, these 23 new communities are expected to account for nearly 41,000 homes at final build-out.

"From Pilates class to philanthropy to online dating, the next phase for Boomers turning 60 is less about 'retirement' than 'what's next?'" said David G. Schreiner, Vice President of Active Adult Business Development for Pulte Homes. "We need to continue to deliver high-quality, vibrant communities that these Boomers and other active adults expect from Del Webb, while helping them to define their next phase in life."

Shuffleboard and bingo are out. Hot-air ballooning and kayaking are in. These activities and more have been seen at Del Webb communities across the country as Baby Boomers redefine and reshape retirement to match their interests. Staying in-step with today's Baby Boomers is the challenge. Del Webb communities are creating flexible physical and social infrastructures that can quickly adapt to ever-changing Boomer needs and desires.

Many continue to work in what are considered their "retirement" years. Part-time, at home, consulting, new start-ups, teaching, seasonal and short-term jobs are commonplace within Del Webb communities.

The 23 Del Webb communities expected to open for sale from now through the end of 2006 include:

WESTERN U.S.

Northern California

- Copper Ridge by Del Webb at Fox Hills, Los Banos, sales begin fall 2006, 350 homes;
- Woodbridge by Del Webb, Manteca, sales begin spring 2006, 1,400 homes;
- Glenbrooke by Del Webb, Elk Grove, sales begin late 2006, 600 homes;
- The Club by Del Webb, Roseville, sales begin spring 2006, 700 homes.

Southern California

- Solera at Rancho Diamante by Del Webb, Hemet, sales begin summer 2006, 1,000 homes;
- Monterra Springs by Del Webb, Hot Springs, sales begin fall 2006, 1,750 homes;
- Eastlake Peninsula by Del Webb, Chula Vista, sales begin fall 2006, 500 homes.

Arizona

- Sun City Festival, Buckeye, sales begin spring 2006, 7,200 homes;
- Sun City Anthem at Merrill Ranch, Florence, sales begin spring 2006, 4,200 homes.

Texas

- Frisco Lakes by Del Webb, Frisco, sales begin early 2006, 2,400 homes;
- Hill Country Retreat by Del Webb, San Antonio, sales begin late summer 2006, 2,000 homes.

"Del Webb communities are popping up in places not traditionally viewed as 'retirement' states," said Schreiner. "Not everyone wants to move to the sunbelt; some want a three- or four-season market, while others still want to retire-in-place--wherever that may be."

EASTERN U.S.

Illinois

- Grand Dominion by Del Webb, Mundelein, sales begin summer 2006, 700 homes;
- Westhaven by Del Webb, Yorkville, sales begin fall 2006, 1,000 homes.

Indiana

- Britton Falls by Del Webb, Fishers, sales begin fall 2006, 1,000 homes.

Michigan

- Grand Reserve by Del Webb, Grand Blanc, sales begin late 2006, 450 homes.

New Jersey

- River Pointe by Del Webb, Manchester Township, sales begin late 2006, 500 homes.

North Carolina

- Carolina Preserve by Del Webb at Amberly, Cary, sales begin early 2006, 1,200 homes.

South Carolina

- Sun City Carolina Lakes, Lancaster County, sales begin spring 2006, 4,400 homes.

Georgia

- The Village at Deaton Creek by Del Webb, Hall County, sales begin summer 2006, 1,300 homes.

Florida

- Brookdale Country Club by Del Webb, Collier County, sales begin late 2006, 2,400 homes;
- Riverwood at Nocatee, Town of Nocatee, sales begin mid-2006, 2,100 homes;
- La Cresta by Del Webb at Ridgewood Lakes, Orlando, sales begin summer 2006, 1,450 homes;
- Wiregrass Country Club by Del Webb, Wesley Chapel, sales begin late 2006, 2,300 homes.

Whether moving from cold northern winters to warm sunshine or staying close to friends and family in-place, Del Webb communities are meeting the expectations of coast-to-coast active adults.

For more information, visit www.delwebb.com.

More than 50 percent of Baby Boomers live in nine states (as of the 2000 U.S. Census): California, Texas, New York, Florida, Pennsylvania, Illinois, Ohio, Michigan and New Jersey. Currently, there are 19 Del Webb communities open for sale in these states, with an additional 17 scheduled to open by the end of 2006.

About Pulte Homes

Pulte Homes, Inc., (NYSE:PHM), based in Bloomfield Hills, Mich., is a FORTUNE 200 company with operations in 54 markets and 27 states. In 2005, the company delivered 45,630 homes in the U.S. and generated consolidated revenues of \$14.7 billion. During its 56-year history, the company has constructed more than 450,000 homes. In 2005, Pulte Homes received the most awards in the J.D. Power and Associates New Home-BUILDER Customer Satisfaction Study(sm), marking the sixth-straight year Pulte achieved this distinction among America's largest homebuilding companies. Under its Del Webb brand, Pulte is the nation's largest builder of active adult communities for people age 55 and better. Its DiVosta brand is renowned in Florida for distinctive master-planned communities built around a town-center concept. Pulte Mortgage LLC is a nationwide lender and offers Pulte customers a wide variety of loan products and superior customer service.

Websites: www.pulte.com; www.delwebb.com; www.divosta.com

Certain statements in this release regarding the expected opening of Del Webb communities constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known risks, uncertainties and other factors that may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. Such factors include, among other things, (1) general economic and business conditions; (2) interest rate changes and the availability of mortgage financing; (3) the relative stability of debt and equity markets; (4) competition; (5) the availability and cost of land and other raw materials used by the Company in its homebuilding operations; (6) the availability and cost of insurance covering risks associated with our business; (7) shortages and the cost of labor; (8) weather related slowdowns; (9) slow growth initiatives and/or local building moratoria; (10) governmental regulation, including the interpretation of tax, labor and environmental laws; (11) changes in consumer confidence and preferences; (12) required accounting changes; (13) terrorist acts and other acts of war; and (14) other factors over which the Company has little or no control. All forward-looking statements made are made as of the date hereof, and the risk that actual results will differ materially from expectations will increase with the passage of time. Pulte undertakes no duty to update any forward-looking statement whether as a result of new information, future events or changes in Pulte's expectations.

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